

Concho Central Appraisal District

Public Relations Plan

Jurisdiction: Concho Central Appraisal District

Website Address: <http://www.conchocad.org>

Mission Statement:

The mission of the Concho Central Appraisal District is to develop accurate, equal, and uniform appraisals in the most efficient manner possible for use in property taxation assessment while providing excellent customer service to all our constituents.

IAAO Standard:

The Concho Central Appraisal District (BCAD) follows standards established by the International Association of Assessing Officers (IAAO) Standards on Public Relations.

The International Association of Assessing Officers (IAAO) is the internationally recognized leader and preeminent source for innovation, education, and research in the property appraisal, assessment administration, and property tax policy.

The objective of these standards is to provide a systematic means by which the Concho Central Appraisal District can improve and standardize the operations of their office.

Goals:

The goals for the Concho Central Appraisal District's Public Relations Plan are:

- a. Increase public awareness of the Texas Property Tax Systems by using press releases, web sites, presentation to civics groups, and dispensing of printed material.
- b. Respond to all requests for public information within the time allowed by law.
- c. Receive no complaints from taxpayers on the promptness and quality of our service.
- d. Respond within 24 hours to all written correspondence from taxing entities in the county.
- e. Solicit feedback through our website and respond to taxpayers' concerns within 24 hours of receipt. Make business practice changes as necessary.
- f. Respond to any crisis quickly and completely with accurate and informative information.
- g. Implement standards relating to customer service, written and electronic correspondence and media communications.

Concho Central Appraisal District Public Relations Officer

The Chief Appraiser is the designated Public Relations Officer and will handle all media contact when he or she is available. The Public Relations Officer will speak to groups in the community when requested to do so. If the Chief Appraiser is not available, the Deputy Chief Appraiser will be the point of contact to approve all correspondence, written or verbal, between the Concho Central Appraisal District and the media.

Customer Service:

It is the goal of the appraisal district to listen to the needs of our constituents. We are dedicated to serving the public's needs and increasing the community's knowledge of the Texas Property Tax System. The District has taken measures to increase public awareness of the appraisal process by increasing the type and amount of information available to the public.

The Concho Central Appraisal District Board of Directors will consider written complaints about policies and procedures of the Concho Central Appraisal District, the Concho County Appraisal Review Board, the

Board of Directors and any matter within the Board's jurisdiction. The Board of Directors will use their approved procedures for taking the appropriate action in resolving customer complaints.

Whenever a major event occurs, such as mailing appraisal notices and holding Appraisal Review Board (ARB) hearings, etc., the District staff will receive refresher training on the District's customer service policy and the importance of providing quality and informative customer service. The District staff will also be reminded periodically of the importance of providing good customer service and will be encouraged to apply sound customer service techniques that will respond to customer needs and will benefit the public image of the District. Additionally, press releases will be sent to our media contacts and posted on our website publicizing information, District events, or changes to a property tax law that will significantly affect the general public.

Response to Emergencies:

It is imperative the District is prepared to respond to any emergency or crisis that occurs within its jurisdiction. A crisis team consisting of the Chief Appraiser and the Deputy Chief Appraiser will be called upon to respond to the needs of the taxing entities or the District and minimize the effects on the community.

If a crisis should occur then, the following steps should be taken by the CCAD's crisis team:

1. Identify the problem.
2. Develop a strategy to respond or decide not to respond to the crisis.
3. Seek input from staff before drafting a final response.
4. Respond quickly and completely with supporting documentation and copy to all staff.
5. Follow-up with the media to answer and additional questions.

Dealing with Criticism:

The Board of Directors has an item on every agenda where taxpayers may present their concerns about appraisal district operations, budget, expenditures, the Appraisal Review Board, or any other activity that is under the purview of the Board. The Board will listen to the complaint and if deemed appropriate, instruct the Chief Appraiser to investigate the complaint and respond to the Board on the results of the investigation.

Additionally, the chief appraiser will, from time to time, receive complaints from taxpayers about various activities of the district. To the best of his or her ability, the chief appraiser will address these criticisms in a proactive and appropriate way if an investigation indicates that corrective measures be taken.

Procedural Manuals

The district posts its bi-annual reappraisal plan to its website to provide taxpayers with a detailed explanation of what we do. Additionally, the website will provide explanations of how to file exemptions and other actions not commonly understood by constituents. The focus of such explanations will be a clear and understandable explanation for non-technical persons. Explanations of how to read various bits of information from the website will be enhanced to assist taxpayers in understanding all aspects of the data presented on the website.

Public Information Requests

It is the intent of the district to be as open and transparent as legally possible. The appraisal district will comply with all public information requests as required by Texas law, and will provide additional information timely and accurately to the extent of the capability of our information systems.

Annual Reports

After the completion of each fiscal year, the district will prepare an annual report and post it to the website and make it available in the lobby of the office in paper form telling the taxpayers what happened in the district during the past year. It will be completed by March 1 of each year and posted to the website. It will contain information about the budget, operations, appeals, and any special events happening during the year.

Public Education

The primary tool to educate the public will be the website material. It will be written in a way that the average person can understand the complexities of the property tax system. Links to the state comptroller website will be included on the local website to provide videos to taxpayers dealing with typical questions on values, appeal processes, and general information about the property tax system in Texas.

Local Website Information

The following information will be made available to the general public through the website of the district. If a taxpayer is not knowledgeable of the Internet, the district may provide the information requested in printed format.

- A welcome page by the assessing officer
- Office hours, locations, and contact information
- Property information, including ownership, property characteristics, sales history, and valuation
- News releases
- Mission statement or strategic plan
- Job openings
- An explanation of the appeals process
- An assessment notice explanation
- Exemptions
- Assessment cycle timetable
- Q&A page (also known Frequently Asked Questions [FAQs])
- Maps
 - A parcel's tax history
 - Taxpayer forms
 - A Web site map
- Links to other relevant Web sites

Calendar of Events

January thru March

- Mail Exemption/Freeport/Abatement/Ag re-application requests and Business Personal Property Renditions (January)
- Public notice of capitalization rate (January)
- Publicize in newspaper the requirements of Tax Code Sec. 11.43 and the availability of forms (January or February)
- Publish electronic communication notice (January)
- Publish in newspaper Tax Code Sec. 33.065(h) requirement (February)
- Publish news releases regarding important property tax information (February)
- Electronic Property Transaction Submission (EPTS) due to Texas Comptroller (February)
- Update District's website (January thru March)

April thru June

- Mail notices of appraised value (April or May)
- Notify taxing units of the form in which the appraisal roll will be provided to them (April)
- Certify estimate of taxable value to county, cities and school districts (April)
- Publish in newspaper Tax Code Sec. 41.41, 41.70 requirements (May)
- Review customer service and Appraisal Review Board (ARB) procedures with District staff (April or May)
- Submit proposed budget for next fiscal year to District's Board of Directors and taxing units (June)
- Electronic Appraisal Roll Submission (EARS) due to Texas Comptroller (June) – Optional
- Schedule formal and informal hearings with property owners and agents (May and June)
- Update District's Website (April thru June)

July thru September

- ARB must approve appraisal records (July)
- Chief Appraiser certifies appraisal roll to taxing entities (July)
- EPTS due to Texas Comptroller (August)
- EARS due to Texas Comptroller (August)
- Schedule formal and informal hearings with property owners and agents (July thru September, if necessary)
- Update District's website (July thru September)

October thru December

- Send letter to Realtors, Chamber of Commerce, Taxing Entities, and Civic Organizations making ourselves available for presentations on various topics as they relate to Appraisal Districts (October)
- Update District's website (October thru December)

Note: Additional press releases will be sent to the media and posted on the Concho Central Appraisal District's website when a need arises to inform the public of important and helpful information.